

### Statistics

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#### Population (2003)

Georgia:	6,973,801	metro	(2.5% of total U.S. metro)
	<u>1,710,914</u>	non-metro	(1.1% of total U.S. non-metro)
	8,684,715	total	

United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

#### Farm-Related Employment (2000)

Georgia:	835,815 jobs	(17.0% of total Georgia employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

#### Number of Farms (2002)

Georgia:	49,311	(2.3% of total U.S. farms)
United States:	2,128,982	

#### Average Farm Size (2002)

Georgia:	218 acres
United States:	441 acres

#### Market Value of Agricultural Products Sold (2002)

Georgia:	\$4.9 billion
United States:	\$200.6 billion

**Rank among all States in market value of agricultural products sold (2002): #14**

#### Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Broilers	1,935,748	14.4
Chicken eggs	355,952	8.4
Cotton	347,336	9.0
Cattle and calves	264,214	0.7
Greenhouse/nursery	260,541	1.8

### **Market Value of Agricultural Products Sold Directly to Consumers (2002)**

Georgia: \$9 million  
United States: \$812.2 million

### **Farmers Markets (2004)**

Georgia: 9  
United States: 3,617

### **Market Value of Certified Organic Commodities (2002)\***

Georgia: \$671,000  
United States: \$392.8 million

\*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

### **Certified Organic Acreage (2001)**

Georgia: 546 acres  
United States: 2,343,857 acres

### **USDA-Accredited Organic Certifying Agents (2005)**

Based in Georgia: 1  
Total: 96

## **Marketing Products and Services**

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### **Specific to Georgia**

#### **Farmers Market Workshop Held in Albany**

Farmers' Market Coalition, partnering with the Federation of Southern Cooperatives, held a workshop for minority farmers, rural farmers' markets, and southern farmers market organizations in Albany in February 2006. The workshop was sponsored by AMS.

**Assessment of Donalsonville Farmers Market**

AMS helped a local farmers cooperative evaluate the suitability of the existing farmer market structure for new uses in the spring of 2003. The manager of the cooperative credits AMS with enabling the cooperative to better define its plans and needs, which permitted the cooperative to successfully compete for a Rural Business Development Grant.

**Farm Bill 2002 Listening Session**

AMS presented information about the agency's marketing and technical assistance resources at a USDA listening session aimed at small-scale and limited-resource farmers, which was held in Fort Valley in March 2003.

**Supply Chain Management Symposium**

In February 2002, AMS helped organize and conduct a supply chain management symposium, in partnership with the University of Georgia, which included stakeholders from the marketing, production, and distribution areas of agribusiness. Participants in the symposium explored the dynamics of supply chain management, using a distribution management simulator, and identified methods of improving product distribution to better meet consumer expectations.

**Produce Supply Chain Research Project**

AMS completed development of a Distribution Management Simulator model and a Post-Harvest Quality Simulator model as part of a study of the fresh produce marketing system conducted in partnership with the University of Georgia.

**Federal-State Marketing Improvement Program (FSMIP) Grants**

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2005, \$63,800 was awarded Georgia Agricultural Experiment Station, in cooperation with Colorado State University, to conduct consumer research assessing new market opportunities for producers of grass-finished beef.
- In 2004, \$46,400 was awarded to the University of Georgia, on behalf of the Georgia Agricultural Experiment Station, in cooperation with the Georgia Cattlemen's Association, to analyze production and economic data collected through the Georgia Beef Challenge and use the results to assist Southeastern cow-calf producers in improving the marketing of their cattle.
- In 2004, \$56,700 was awarded to the University of Georgia, on behalf of the Georgia Agricultural Experiment Station, in cooperation with the Georgia Department of Agriculture, to characterize the nutritional and functional characteristics of a new lipogenase-free soybean variety and assess its market potential and acceptance to consumers.

**General Interest****New Farm-to-School Marketing Publication**

*Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals* (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an

agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

### **Farm-to-School Report**

*How Local Farmers and School Food Service Buyers Are Building Alliances* (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

### **Marketing via the Internet**

*How to Direct Market Farm Products on the Internet* (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

### **Trends in Farmers Markets**

*U.S. Farmers Markets—2000: A Study of Emerging Trends* (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

### **Market Research on Small Meat Processors**

*Enhancing Commercial Food Service Sales by Small Meat Processing Firms* (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.